

ORDER



Orders
Order / Rev: 711095
Alt Order #: 06302772
Product Desc: AMERICANS FOR PROS
Estimate: 1306
Flight Dates: 09/04/12 - 09/10/12
Original Date / Rev: 09/10/12 / 09/10/12
Order Type: Political

KARE

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency
Name: Mentzer Media Services/ POL
Buying Contact:
Billing Contact:
 600 Fairmount Ave. Suite 306
 Towson, MD 21286

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Americans For Prosperity
Demographic: A50+
Product Codes: IS-Candidate/Presidential,IS-Candidate/
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/10/12	35	\$88,300.00	\$75,055.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	35	\$88,300.00	\$75,055.00	0.00
Totals	35	\$88,300.00	\$75,055.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KARE	25%	\$88,300.00
Market	100%	\$353,200.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KAWB	0%	\$0.00
KAWE	0%	\$0.00
KCCO	0%	\$0.00
KCCW	0%	\$0.00
KFTC	0%	\$0.00
KMSP	4%	\$14,128.00
KMWB	0%	\$0.00
KPXM	0%	\$0.00
KRWF	0%	\$0.00
KSAX	0%	\$0.00
KSTC	0%	\$0.00
KSTP	17%	\$60,044.00
KTCA	0%	\$0.00
KTCI	0%	\$0.00
KWCM	0%	\$0.00
UNKWN	0%	\$0.00
WCCO	54%	\$190,728.00
WFTC	0%	\$0.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KARE	09/05/12	09/07/12	M-F 11a-12p KARE 11 Today	CM	11A-12P	--WTF--	1:00	3	\$350.00	P-2	0.00	NM	3	\$1,050.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/03/12	09/09/12	--WTF--		3			\$350.00			0.00			
2	KARE	09/04/12	09/07/12	M-F 430-5p Jeopardy	CM	430-5P	-T--F--	1:00	2	\$1,600.00	P-2	0.00	NM	2	\$3,200.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/03/12	09/09/12	-T--F--		2			\$1,600.00			0.00			
3	KARE	09/04/12	09/07/12	M-F 5-530p KARE 11 5 News	CM	5-530p	-TWTF--	1:00	4	\$2,400.00	P-2	0.00	NM	4	\$9,600.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/03/12	09/09/12	-TWTF--		4			\$2,400.00			0.00			
4	KARE	09/04/12	09/07/12	M-F 6-630p KARE 11 6 News	CM	6-630p	-TWTF--	1:00	4	\$2,600.00	P-2	0.00	NM	4	\$10,400.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/03/12	09/09/12	-TWTF--		4			\$2,600.00			0.00			
5	KARE	09/04/12	09/07/12	M-F 630-7p Entertainment Tonight	CM	630pm-7pm	-TWTF--	1:00	4	\$3,000.00	P-2	0.00	NM	4	\$12,000.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/03/12	09/09/12	-TWTF--		4			\$3,000.00			0.00			
N 6	KARE	09/04/12	09/06/12	PR DNC	CM	9-10P (9:00 PM-10:00 PM)	-T-T---	1:00	4	\$4,000.00	P-2	0.00	NM	1	\$4,000.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/03/12	09/09/12	-T-T---		4			\$4,000.00			0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	KARE	09/03/12-09/09/12	PR		9-10P	(9:00 PM-10:00 PM) -T-Th-----	1:00		(\$4,000.00)		0.00	NM		
	Credited														
	2	KARE	09/03/12-09/09/12	PR		9-10P	(9:00 PM-10:00 PM) -T-Th-----	1:00		(\$4,000.00)		0.00	NM		
	Credited														
	4	KARE	09/03/12-09/09/12	PR		9-10P	(9:00 PM-10:00 PM) -T-Th-----	1:00		(\$4,000.00)		0.00	NM		
	Credited														
7	KARE	09/08/12	09/08/12	Sat 8-10a KARE 11 Saturday	CM	8-10a	-----S-	1:00	2	\$1,500.00	P-2	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/03/12	09/09/12	-----S-		2			\$1,500.00			0.00			
8	KARE	09/08/12	09/08/12	All Inventory SA 5-530P	CM	All Inventory (5:00 PM-5:30 PM)	-----S-	1:00	1	\$1,300.00	P-2	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/03/12	09/09/12	-----S-		1			\$1,300.00			0.00			
9	KARE	09/08/12	09/08/12	Sat 6-630p KARE 11 6 News Sa	CM	6-630P	-----S-	1:00	1	\$1,600.00	P-2	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/03/12	09/09/12	-----S-		1			\$1,600.00			0.00			
10	KARE	09/08/12	09/08/12	Sat 630-7p MN Bound	CM	630pm-7pm	-----S-	1:00	1	\$1,650.00	P-2	0.00	NM	1	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/03/12	09/09/12	-----S-		1			\$1,650.00			0.00			
11	KARE	09/09/12	09/09/12	Meet the Press Meet the Press	CM	9-10a	-----S	1:00	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/03/12	09/09/12	-----S		1			\$3,000.00			0.00			
12	KARE	09/09/12	09/09/12	NFL Regular Season Fo NFL Regular Season Footba	CM	715-1030P	-----S	1:00	1	\$13,000.00	P-2	0.00	NM	1	\$13,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			

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12	KARE	09/09/12	09/09/12	NFL Regular Season Fo	CM	715-1030P	-----S	1:00	1	\$13,000.00	P-2	0.00	NM	1	\$13,000.00
				NFL Regular Season Footba											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S		1				\$13,000.00		0.00			
13	KARE	09/10/12	09/10/12	M-F 11a-12p	CM	11A-12P	M-----	1:00	1	\$300.00	P-2	0.00	NM	1	\$300.00
				KARE 11 Today											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-----		1				\$300.00		0.00			
14	KARE	09/10/12	09/10/12	M-F 430-5p	CM	430-5P	M-----	1:00	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
				Jeopardy											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-----		1				\$1,800.00		0.00			
15	KARE	09/10/12	09/10/12	M-F 5-530p	CM	5-530p	M-----	1:00	1	\$4,000.00	P-2	0.00	NM	1	\$4,000.00
				KARE 11 5 News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-----		1				\$4,000.00		0.00			
16	KARE	09/10/12	09/10/12	M-F 6-630p	CM	6-630p	M-----	1:00	1	\$4,000.00	P-2	0.00	NM	1	\$4,000.00
				KARE 11 6 News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-----		1				\$4,000.00		0.00			
17	KARE	09/04/12	09/07/12	M-F 4-430p	CM	4-430P	-TWTF--	1:00	4	\$600.00	P-2	0.00	NM	4	\$2,400.00
				KARE 11 4 News											
		1X MAX/DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-TWTF--		4				\$600.00		0.00			
N18	KARE	09/10/12	09/10/12	Mon Prime	CM	Mon Prime	M-----	:30	2	\$6,000.00	P-2	0.00	NM	2	\$12,000.00
				THE VOICE		(6:58 PM-9:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-----		2				\$6,000.00		0.00			
													Totals	35	\$88,300.00